



# EFFECTS OF READING ONLINE NEWSPAPERS ON CIRCULATION OF THE PRINTED VERSION: A STUDY AMONG RAJSHAHI UNIVERSITY STUDENTS

\*Umme Salma Hani<sup>1</sup>, Dr. Kushal Kumar<sup>1</sup>

<sup>1</sup>Lovely Professional University, India. (\*Corresponding Author)

## ABSTRACT

The study investigates the impact of online newspaper reading on traditional newspaper reading. The study was conducted using a descriptive research design. The study includes students from the University of Rajshahi, notably those studying social sciences. Conducting a survey of them to see if online newspaper reading has any impact on printed versions. The study looked at readers' consumption patterns and used the uses and gratification theory to come up with a solution.

The research looks into what motivates people to switch to online newspapers. The study's shortcoming is that it only looks at social science students. The study's goal was to figure out how much people are reading newspapers online. To investigate the benefits and drawbacks of both online and print publications. The reader can engage with the newspaper while reading it online.

Readers can now write comments, watch videos, view photo slideshows, and frequently submit their own written articles and opinions to the paper. The online newspaper's success is further aided by its vast range of access options. The news can be accessed directly from a viewer's smartphone or tablet computer.

**KEYWORDS:** Online newspaper, Bangladesh, Rajshahi University, Printed newspaper

## 1. INTRODUCTION:

The print media industry is changing as a result of technological advancements, particularly new media. In the twenty-first century, new technologies pose a significant threat to print newspapers. Most traditional media outlets, including television, radio, and newspapers, began digitizing their news content and launching websites. All of Bangladesh's major newspapers have begun publishing e-papers and online newspapers. Despite the fact that a wide range of material has been published in newspapers. Aside from the aforementioned news and opinions, they also include weather forecasts, criticism and reviews of the arts such as literature, film, television, theater, fine arts, and architecture, as well as reviews of local services such as restaurants, obituaries, entertainment features such as crossword puzzles, horoscopes, editorial cartoons, gag cartoons, and comic strips, advice, food, and other columns, radio and television listings (program schedules), and educational information.

As the public shifts toward participatory forms of online media, and as mainstream media incorporates more interactive features into their online versions, the media environment is slowly and incrementally shifting away from the broadcast model, in which the few communicate to the many, and toward a more inclusive model, in which publics and audiences have voices.

To have a better understanding of the readers' consumption habits. In comparison to buying newspapers every day, digital media is also affordable and less heavy to consume. As a result, the purpose of this research is to determine the influence of online news on traditional printed newspapers. With the collapse of print media and fewer individuals picking up a newspaper, many advertising companies are looking for new ways to disseminate their products, employment, and other information.

As a result, newspaper companies have lost money and, as a consequence, have to raise their advertising prices, which is doing nothing but causing fewer businesses to use print media. Analyze the effect of online newspaper reading on printed newspapers. For this, it is necessary to determine whether it has a greater or lesser effect, as well as why it occurs. The impact of online media on traditional newspaper publishing cannot be overstated. The cost of smartphones, as well as regular phones, has dropped dramatically. The online platform has provided a forum for the audience to express their opinions on important societal issues. The majority of these debates are sparked by online popular issues.

The most essential specialty of traditional mass media, feedback, has been transformed into interactive communication on the internet. Newspapers must re-describe their audiences," he says, arguing that simple access to topics, newspapers, editors, and reporters, as well as quick and easy news distribution, have piqued the interest of younger generations in the internet. Newspapers no longer exist as a product. It takes on the form of a location. A gathering place for members of the community to come together, develop connections, and work for a common future.

Readers of online publications are similar to print readers who can skim headlines. However, news items on the internet provide extra distractions and con-

cerns. Getting and holding readers' attention online is more challenging than it is in print, especially to a variety of connections to other sites and technology that causes poor readability and slow download times. You should also be aware of the extent of online newspaper reading effects. For this, it's important to understand the benefits on online newspapers that make readers to read. For that I will do a study on particular student of sociology faculty in Rajshahi University.

## 2. DATA AND RESEARCH METHOD:

### Objectives:

To understand the consumption pattern of the newspaper by the readers. (both online and printed). To examine the effect of reading online newspapers on the printed version. To study the advantages and disadvantages of online newspapers. To evaluate the impact of online newspapers on the circulation of the printed version.

### Research Method:

The data collected will aid in determining whether or not online newspaper reading affects the circulation of print editions. The study will use an online survey method. Google Forms will be used to create the questionnaire for this study. A link to the questionnaire will be emailed to sociology faculty students at Rajshahi University. Descriptive research includes various types of surveys and fact-finding inquiries.

### Hypothesis:

Effects of Reading Online Newspapers on circulation Of The Printed version

**Null Hypothesis:** There is no effect of reading online newspapers on the circulation of printed newspaper.

**Alternative Hypothesis:** There is an effect of reading online newspapers on the circulation of printed newspaper.

### Sampling Method:

**Stratified sampling:** For this study, probability sampling is used. This study was conducted at the University of Rajshahi, and only the sociology faculty was chosen at random from among the students. It is advantageous for research because it saves time and is simple to carry out. It will have an immediate effect. It enables the selection of a smaller number of individuals from a large population.

### Scope and Limitations :

The study focus on impact of online newspapers on printed version. Limitations of the study, it is only on particularly among students of sociology faculty.

**Sample size:** Sociology faculty has 10 departments and 10 percent from each department taken for the research. Total student of sociology faculty 805 (session 2018 to 2019) and the 10 percent of students is 83.

Sample taken from admission session 2018 to 2019. Due to covid no admission organised in 2019 to 2020. Admission for 2020 to 2021 are taking places now.

**Table 1: List of 2018 – 2019 admission students in sociology faculty**

Department	Students	Sample size
Economics	120	12
Political Science	119	12
Social Work	96	10
Sociology	111	11
Mass Communication and Journalism	55	6
Information Science & Library Management	71	7
Public Administration	63	7
Anthropology	58	6
Folklore	66	7
International Relations	46	5
Total =	805	83

**3. DATA ANALYSIS:****Table 2: Distribution of respondents based on Gender**

Gender	Frequency	Percentage
Male	38	70.4%
Female	16	29.6%

From this table, it is inferred that from 54 respondents 38 respondents were male which 70.4% is and remaining 16 were female which is 29.6%.

**Table 3: Distribution of respondents based on satisfied with print newspapers**

Particulars	Frequency	Percentage
Yes	30	55.5%
No	7	13%
May be	11	20.4%
Not sure	6	11.1%

From this table, it is inferred that from 54 respondents 55.5% students satisfied with print newspapers. 20.4% students Choose may be and 13% students say no. Least 11.1% students say they aren't sure.

**Findings :**

Out of this total study 70.4% of respondents are male and remaining 29.6% are female. 50% students purchase newspapers and 25.9% students obtain newspapers free. 29.6% students said that printed newspapers were credible and 27.8% students choose online newspapers. In Western countries, online newspapers may transform the way people read newspapers. On the other side, Print media seems safe in Bangladesh.

53.7% students satisfied with online newspapers. Out of 54 respondents 40.7% students said they will shift to online newspapers if the price of newspapers increase. 75.5% students among 54 respondents said that they will consume news through online newspapers. 63% students read newspapers and 31.5% students read newspapers occasionally. 50% students said they face online advertisement problem while reading online news. Out of total 54 respondents 55.5% students satisfied with print newspapers.

**4. CONCLUSION:**

The study showed that the printed newspaper is not in danger as a result of the growing popularity of online newspapers. Despite the fact that online newspapers compete with printed newspapers, they really improve the printed ones. Reporters should make stories shorter and pay attention to what is sensitive in society, and they should create news content based on the needs of the day.

The study also found that respond to such behavior and preferences while maintaining journalistic integrity are effective. Print newspapers have a bright future if they pay attention to their readers and adapt to the evolving technological multimedia world.

**Recommendations:**

- Print newspapers seems to improve reader brand awareness, which can lead to increased readership, loyalty, and advertising revenue.
- Print newspapers should have a feature that allows readers to do more than just read the paper.
- One negative aspect of print newspapers is that they do not allow for immediate interaction with their readers. Readers will be more engaged with newspapers if print newspapers adjust their patterns.

- According to the study, online news circulation methods should be implemented in order to regulate news websites or information so that the public can choose which news is credible and which is not.
- The study also recommends that online newspapers need professional staff and skills to gain readers trust and support.

**REFERENCES:**

- I. Cabyova, L. & Krajcovi, P. (2017). The Influence of Selected Factors on the Effectiveness of Print Media Advertising. Retrieved from [https://www.researchgate.net/publication/321297202\\_the\\_influence\\_of\\_selected\\_factors\\_on\\_the\\_effectiveness\\_of\\_print\\_media\\_advertising](https://www.researchgate.net/publication/321297202_the_influence_of_selected_factors_on_the_effectiveness_of_print_media_advertising)
- II. Gayen, K. (2020, January 22). Future of Journalism in Bangladesh. The Daily Star. Retrieved from <https://www.thedailystar.net/star-weekend/news/uncertain-future-journalism-bangladesh-1833094>
- III. Hlongoane, K. (n.d.). The Effects of Online Newspapers on the Printed Version. Retrieved From [https://www.academia.edu/6146260/the\\_effects\\_of\\_online\\_newspapers\\_on\\_the\\_printed\\_version](https://www.academia.edu/6146260/the_effects_of_online_newspapers_on_the_printed_version)
- IV. Islam K.M. A. & Ahsan, A. (2020). Newspapers of Bangladesh in the Digital Age: Strategies and Applications. Retrieved from [https://www.researchgate.net/publication/345236358\\_Newspapers\\_of\\_Bangladesh\\_in\\_the\\_Digital\\_Age\\_Strategies\\_and\\_Application](https://www.researchgate.net/publication/345236358_Newspapers_of_Bangladesh_in_the_Digital_Age_Strategies_and_Application)
- V. Jubayer, T. M. (n.d.). Digital Age Newspaper Model for Bangladesh. Retrieved from [https://www.academia.edu/26687451/digital\\_age\\_newspaper\\_model\\_for\\_bangladesh](https://www.academia.edu/26687451/digital_age_newspaper_model_for_bangladesh)
- VI. Kalombe, C & Phiri, J. (2019). Impact of Online Media on Print Media in Developing Countries. Retrieved from <https://www.scirp.org/journal/paperinformation.aspx?paperid=95846>